

## Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 05479 220819Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
-----038802 220821Z /20

P R 220711Z JUN 77  
FM AMEMBASSY TEHRAN  
TO SECSTATE WASHDC PRIORITY 3172  
USDOC WASHDC  
INFO AMEMBASSY AMMAN  
USINT BAGHDAD  
AMCONSUL DHAHRAN  
AMEMBASSY JIDDA

UNCLAS TEHRAN 5479

E.O. 11652: N/A  
TAGS: BEXP IR  
SUBJ: GULF AND WESTERN INDUSTRIES IOGA TRADE MISSION

REF: (A) TEHRAN 4728, (B) 76 TEHRAN 72625

1. POST CONCURS IN FIVE WORKING DAY STAY IN TEHRAN FOR GULF  
AND WESTERN INDUSTRIES IOGA SUNDAY OCTOBER 29 FRIDAY NOVEMBER 3.

2. TRADE CENTER NOW AVAILABLE FOR USE OF MISSION DUE TO  
CANCELLATION OF OCTOBER SHOW. NOT CLEAR, HOWEVER, WHETHER  
GROUP WISHES TO PRESENT ITSELF IN TEHRAN AS TRADE MISSION OR  
JEEP AT TC. JEEPS USUALLY CHARACTERIZED BY DISPLAY OF EQUIPMENT  
AND BUDGET FOR PROMOTION AND HOSPITALITY COMES FROM TC BUDGET  
RATHER THAN PAID FOR BY MISSION. IS GROUP CONTEMPLATING TWO  
SEPARATE PROMOTIONS; E.G. TRADE MISSION HOSPITALITY AND BROCHURE  
FOLLOWED BY RECEPTION FOR OPENING OF JEEP AND SHOW CATALOG? IF  
UNIFIED PROMOTION DESIRED WHICH FORMAT IS PREFERRED? IF JEEP  
FORMAT PREFERRED, WHAT TYPE OF EQUIPMENT DOES BULF AND WESTERN  
PROPOSE SENDING?

3. INITIAL COMMENTS ON PRODUCT POTENTIAL TRANSMITTED PARA 4,  
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REF B AND VISITING GULF AND WESTERN REP DISCUSSED PROSPECT IN  
DETAIL DURING TEHRAN VISIT. BEST PROSPECTS FOR MISSION MEMBERS  
LISTED REF B APPEAR TO BE ENERGY PRODUCTS GROUP ANDDD MACHINE AND  
PROCESS CONTROL SYSTEM.

4. AS NOTED EARLIER, GROUP OF THIS DIVERSITY IS DIFFICULT TO  
PROGRAM EFFECTIVELY IN SHOIME IN IRAN. IN SOME CASES; E.G.

OTTAWA TRUCK DIVISION, UNIVERSE OF END-USERS FOR LISTED PRODUCTS IS LIMITED TO PORTS AND SHIPPING ORGANIZATION AND 4-5 PRIVATE COMPANIES UNDER CONTRACT TO PSO. IN OTHER CASES MARKET IS MUCH BROADER.

5. ACTION SUGGESTED: EVEN THROUGH GULF AND WESTERN IS APPARENTLY NOT DISPOSED TOWARDS RECOMMENDED PARTICIPATION IN TITF, WE STRONGLY SUGGEST THAT MORSE CUTTING TOOLS PARTICIPATE IN MACHINE TOOL SOLO BEGINNING NOVEMBER 6 OR DROP OUT OF MISSION. WE SEE NO UTILITY IN COMPETING WITH USDOC PROMOTION FOR THAT EVENT BY POST ATTEMPTING TO PROMOTE MACHINE TOOLS GROUP IN MISSION CONTEXT IMMEDIATELY PRIOR TO OPENING OF MACHINE TOOL SOLO.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Enclosure:** n/a  
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**Office:** ACTION NEA  
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**Original Handling Restrictions:** n/a  
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**Reference:** 77 TEHRAN 4728, 76 TEHRAN 72625  
**Retention:** 0  
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**Review Event:**  
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**Subject:** GULF AND WESTERN INDUSTRIES IOGA TRADE MISSION  
**TAGS:** BEXP, IR  
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**Review Markings:**  
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